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(54) Title: METHOD FOR SELECTING A PROGRAM DISPLAYED IN AN ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM

The screenshot shows a video processing interface. On the left is a vertical menu with options: POSTER BURNER, ANTHONY, GET+SEND, READ, WRITE, ADDRESSES, FOLDERS, OPTIONS, and VIEW ADS. The main area displays a video frame with a 'Just Shoot Me!' logo and 'TONIGHT AT 7PM'. Below the video frame is a control bar with buttons: GO BACK, SAVE, DELETE, FORWARD, REPLY, REPLY TO ALL, PRINT, and SENDER. Below the control bar is a text area showing: FROM: BILL, Cc: DATE: 6/12/98, 12:06PM, SUBJECT: RACE DAY, ANTHONY. Below the text area is a message: 'I HOPE YOU CAN MAKE IT TO THE RACE ON SUNDAY. WE'RE PLANNING ON BARBEQUING AT 10AM. MEET US IN THE SOUTH PARKING LOT. SEE YOU THERE.' At the bottom is a button: PRESS ENTER TO GO BACK TO THE PREVIOUS SCREEN.

## (57) Abstract

A video processing apparatus may be controlled in response to selecting an advertisement displayed in connection with a productivity or communication application software program being operated on a video processing apparatus. The advertisement includes control information, which is used by the video processing apparatus to control an operating mode thereof. The control information may include both time and channel data as well as a recording data for programming a timer. Alternatively, the control information may only include program data, which is passed to the electronic program guide to determine the time and channel information associated with the program data.